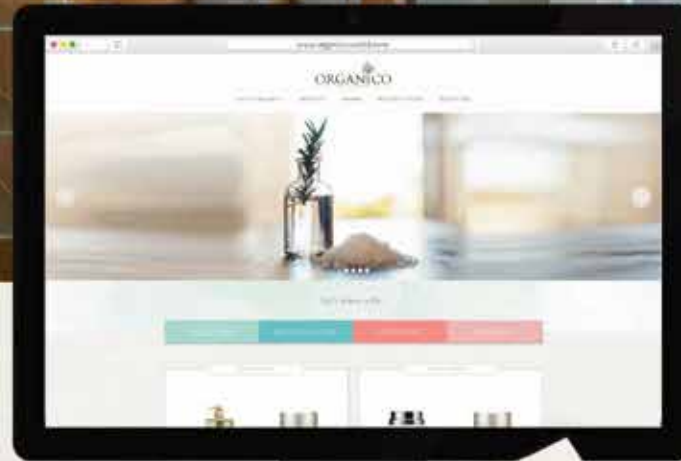




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## Chill Creative Portfolio

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## Claiming Market Share During the Natural Beauty Boom

Crafting a brand for a personal care retail store and in-house products in Myanmar.

### Client

Organico

### Scope

- Brand audit and analysis
- Brand story creation
- Brand logo design
- Brand identity and style guides
- User flow analysis
- Website UI (User Interface) design
- Programming

### Project Background

In an ever-increasingly global market, it can be challenging for local brands to compete with large-scale companies. Our goal was to reinvent Myanmar-based Organico with a fresh start and help them stand out amongst international competition.



Organico  
WE CARE FOR YOU

## Claiming Market Share During the Natural Beauty Boom

### In-House Products, Brand Identity and Packaging Design

Apart from the retail brand's image, we also crafted their in-house product logo and set the tone during the design process to help our client develop a series of products under the Organico brand.

### Website Design and Development

We developed a comprehensive content management system for our client to update their product lists with an effective, easy-to-use sorting system.



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